

Federal Seaboard WALL ASHLAR



SECOND EDITION

Federal Seaboard Terra Cotta Corporation
10 East 40th Street
New York City

Federal Seaboard Standard Wall Ashlar

FEDERAL SEABOARD TERRA COTTA WALL ASHLAR is produced to provide high grade walls, veneer or self-supporting, glazed on both sides, or scored on the back to receive plaster or for the usual bonding with brick or hollow tile.

The universal acceptance of this quality product by architects, engineers and building owners is shown by their expressions of approval of many completed installations, a typical few of which are depicted in this booklet.

1. Standards ▲ Wall Ashlar is produced mechanically by the extrusion process in standard sizes, usually 8" x 1'4¼". The line of models is unusually complete with various designs of bases, mitres, cap mouldings, grilles, etc., so as to produce the architectural effect desired.

2. Colors ▲ A wide range of beautiful high-fired ceramic finishes in multichrome and solid glazes is available, and

if desired our Ceramic Laboratories will produce special effects in glazed colors of rare quality and distinction, which are permanent, impervious, and easily cleaned when desirable.

3. Cost ▲ The *first cost* is the *only* cost of Federal Seaboard Wall Ashlar. The blocks are easily handled and economically erected, this being a precision product, ground on sides and ends to exact size and squareness. Delivered to the scaffold in substantial corrugated containers they are not easily chipped or broken—all facilitating speed and accuracy in erection.

4. Proposals ▲ We furnish a lump sum proposal for all material required based on architect's scale drawings, sketches, or other information available. All inquiries for data sent to our New York Office will receive prompt attention. Construction plates will be sent upon request.



Produced by firing to approximately 2250° Federal Seaboard Wall Ashlar provides the ultimate in fire resistance and permanence. The impervious hard glaze requires no maintenance. Dirt and grease stains are no source of worry. An ordinary soap and water washing and the walls are again *new*. Federal Seaboard Terra Cotta Wall Ashlar is particularly desirable for interiors having large wall surfaces, such as—

Schools
Gymnasiums
Armories
Barracks

Subways
Corridors
Laboratories
Bakeries

Restaurants
Stores
Auditoriums
Railway Stations

Fire Stations
Prisons
Power Houses
Filtration Plants

Hospitals
Banks
Public Buildings
Factories

FIREPROOF PERMANENT SANITARY

▲ *Fire Resistance*

The institution for which you are responsible may never be swept by flame—but a fire clay product which will resist this terrific test is available to you—Federal Seaboard standard Wall Ashlar is produced at a heat of more than 2250 degrees and is fired with your choice of beautifully colored ceramic glazes.

▲ *Permanence*

Time is the ultimate test of quality and worth—Federal Seaboard standard Wall Ashlar never decays or deteriorates, its enduring excellence grows more apparent with the passing of years. *To build with less permanence is to invite constant cost of upkeep—FOREVER.*

▲ *Sanitation*

The ceramic glazed surface of Federal Seaboard standard Wall Ashlar wears forever—nothing to decay or absorb odors, is easily washed and cleaned with soap and water.

▲ *Dimensions*

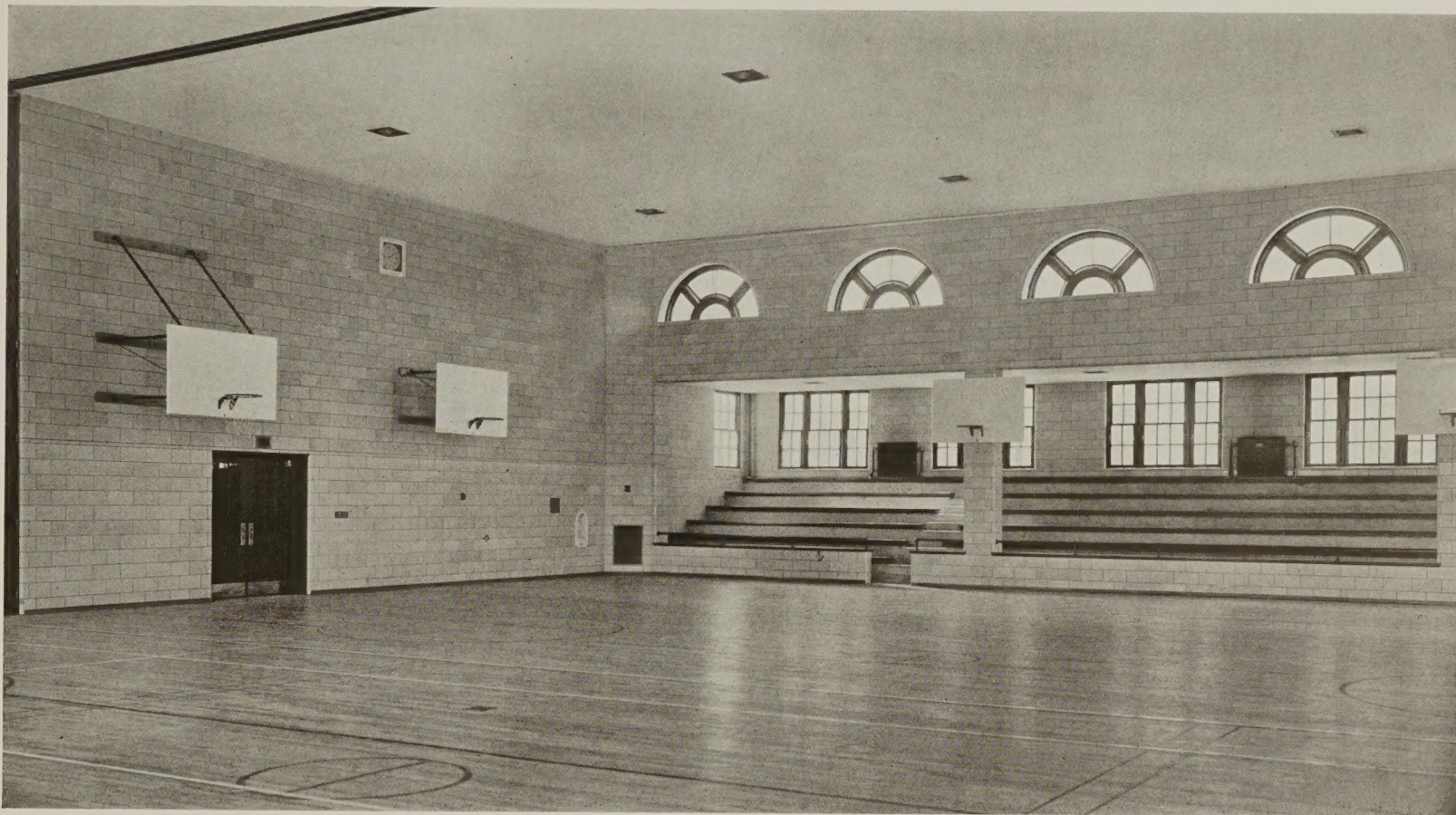
Federal Seaboard standard Wall Ashlar is automatically and accurately ground to 1'4¼" x 8". This size provides proper architectural scale, eliminates the excess of unsightly joints characteristic of smaller units and being square and true makes for the greatest possible economy of labor in erection.



Architects, commissioners or others interested in institutional design where these qualifications are factors, are requested to write for detailed information. — Specifications and other data will gladly be sent promptly.

Federal Seaboard Terra Cotta Corporation ▲ 10 East 40th Street ▲ New York City

Telephone ASHland 4-1220



PERTH AMBOY HIGH SCHOOL
 Greisen & Tuzik, *Architects*
 Perth Amboy Construction Company, *Builder*

FROM floor to ceiling this large gymnasium is Federal Seaboard Wall Ashlar. The wainscot is a light blue lustrous glaze—the upper portions of the wall are rose gray—an attractive permanent installation with no maintenance costs, except possibly, an occasional washing with soap and water.



THE corridors of schools are marked and scribbled upon by the throngs of moving children. Wall Ashlar does not permanently stain and is easily cleaned. The glazed surface gives a lasting bright and cheery interior.

HIGH SCHOOL, RYE, N. Y.
Woolsey & Chapman, *Architects*

TEXTILE HIGH SCHOOL, NEW YORK, N. Y.

Walter C. Martin, *Architect*

Wilaka Construction Company, *Builder*

Other important New York School installations are—

Central High School, Morris, N. Y. Kinne & Frank, *Architects*

Normal School, Plattsburg, N. Y., William E. Haugaard, *Architect*

Public School, Murray Ave., Mamaroneck, N. Y.

E. Dean Parmelee, *Architect*

Grade School, Patchogue, L. I. Tooker & Marsh, *Architects*

Washington Avenue School, Pelham, N. Y.

Hart & Shape, *Architects*

Blue Point School, Blue Point, L. I. Wilson Potter, *Architect*

Columbus Avenue School, Freeport, and

High School, Malverne, L. I. F. P. Wiedersum, *Architect*

St. Bernard's School, White Plains, N. Y.

Gustave E. Steinback, *Architect*

Bethlehem Central H. S., Delmar, N. Y.

Fuller & Robinson, *Architects*

Washington Junior H. S., Mt. Vernon, N. Y.

Werner & Van Alen, *Architects*





SCHOOL OF FINE AND INDUSTRIAL ARTS, NEWARK, N. J.
Guilbert & Betelle, Architects
The Fatzler Company, Inc., Builder



SCHOOL, NEW MARKET, N. J.
J. Noble Pierson & Son, Architects
Nora & Nora, Builders

ALL corridors and several rooms are Federal Seaboard Wall Ashlar in a glazed non-glare buff multichrome color with a black base. A dirt repellent ceramic glazed surface of this quality wears forever. Accurately ground ends and sides contribute to the low erection costs of this super-material.

Other New Jersey school installations are—

High School, Ridgewood, N. J. Fanning & Shaw, *Architects*
 Grade School No. 16, Woodbridge, N. J. . . J. K. Jensen & A. Rasmussen, *Architects*
 St. Mary's Elementary School, Plainfield, N. J. . . . James S. Pigott, *Architect*
 High School, Roselle Park, N. J. H. B. Brady, Inc., *Architects*
 P. S. No. 11, Woodbridge, N. J. J. K. Jensen & A. Rasmussen, *Architects*
 P. S. No. 21, Elizabeth, N. J. H. B. Brady, Inc., *Architects*
 Trenton Avenue School, Paterson, N. J. Lee & Hewitt, *Architects*
 P. S. No. 3, Clifton, N. J. Lee & Hewitt, *Architects*
 Grade School, Pine Grove Manor, N. J. . . J. Noble Pierson & Son, *Architects*
 Thomas Edison School, Union City, N. J. . . . Joseph D. Lugosch, *Architects*

**NORTH HIGH SCHOOL
AKRON, OHIO**

M. M. Konarski, *Architect*

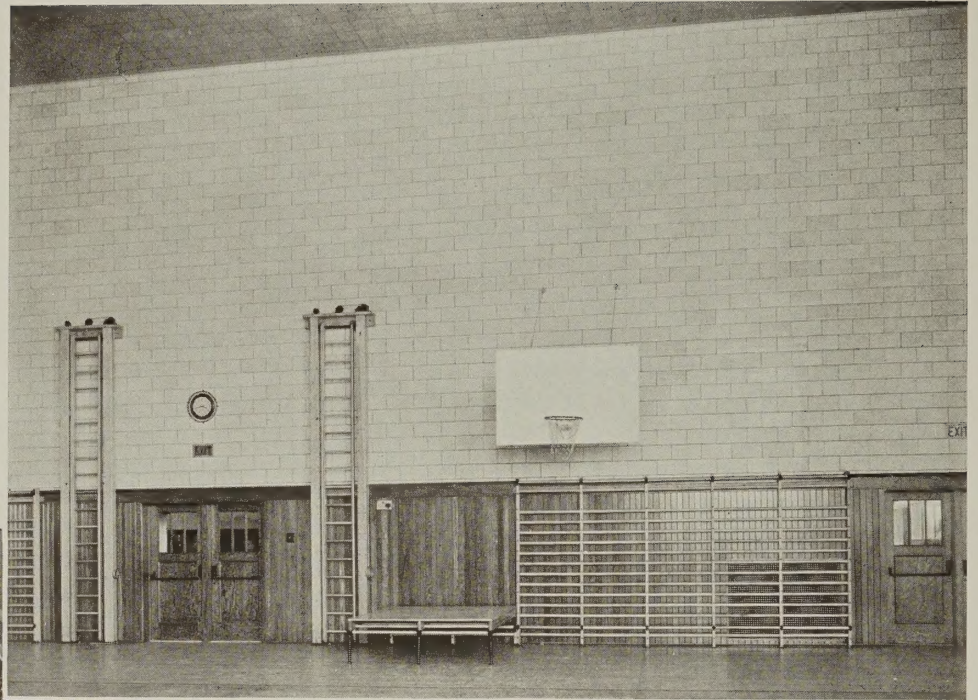
A. F. Wendling, *Builder*

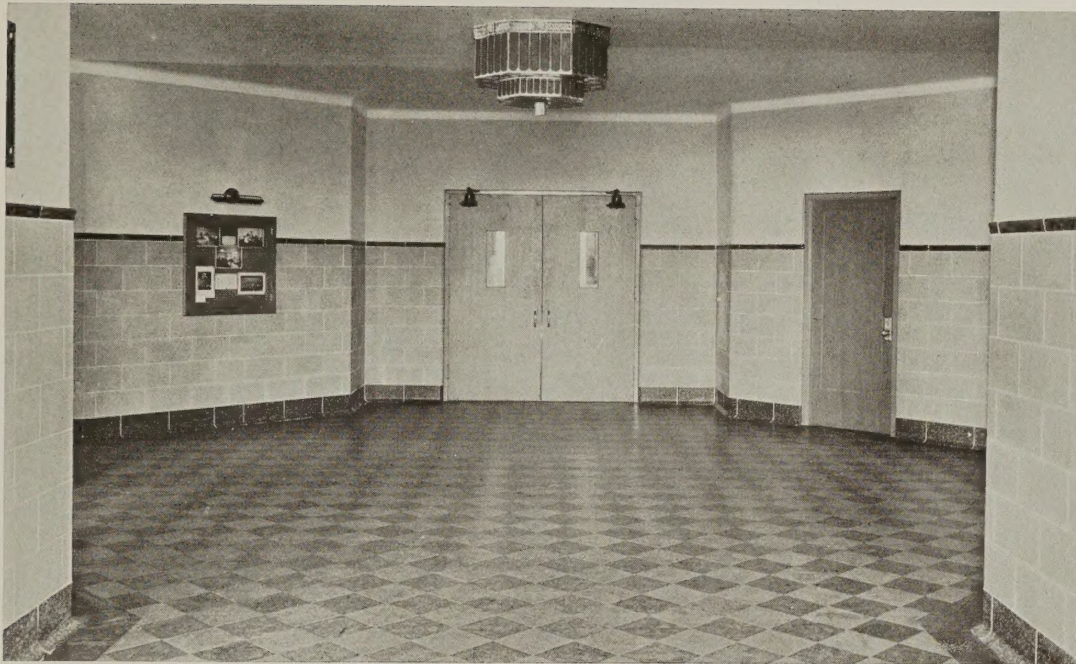
*Entire interior wall above wainscot
is Federal Seaboard Wall Ashlar
in a permanent ceramic matt glaze.*

GYMNASIUM—COLLEGE OF THE CITY OF NEW YORK

George B. Post & Sons, *Architects*

*All Interior Walls in a buff matt multichrome glazed Wall Ashlar
with the horizontal bands in a complementary brown tone.*

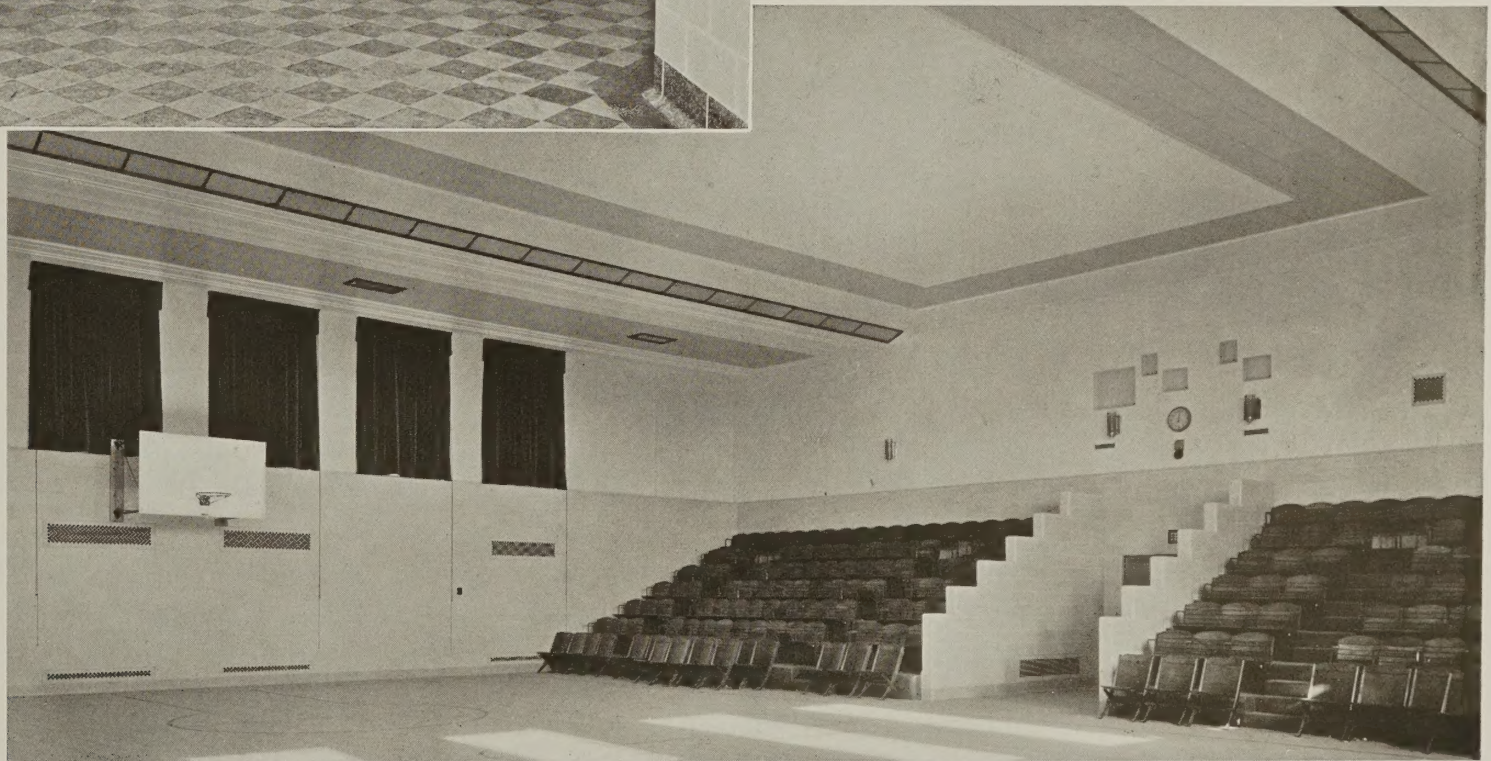


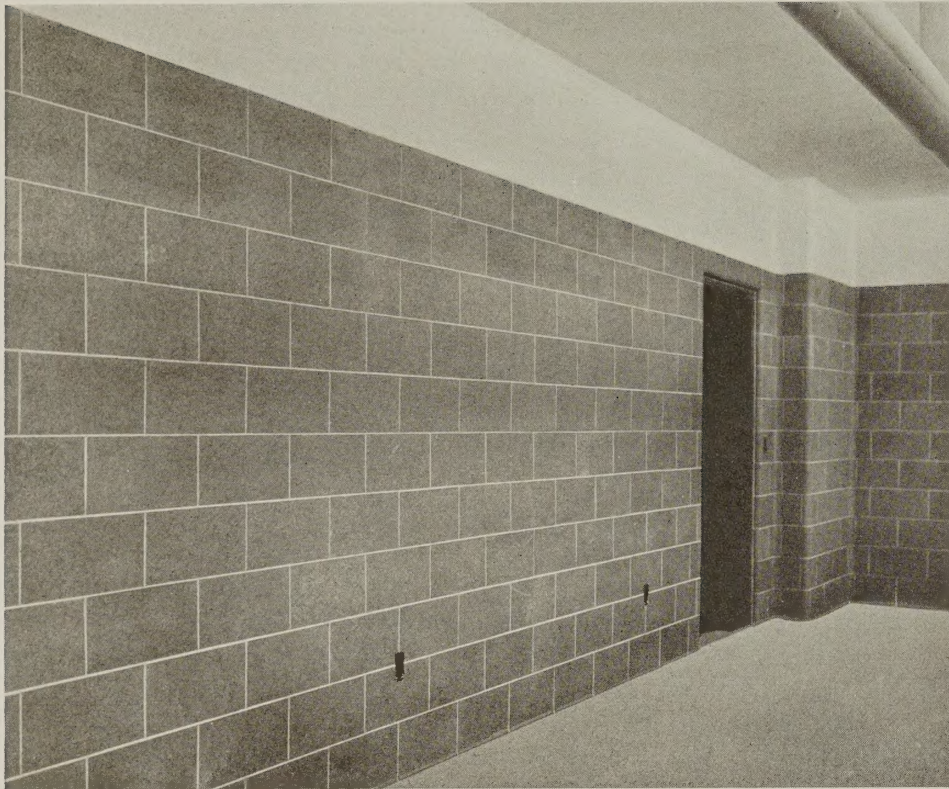


FEDERAL SEABOARD WALL ASHLAR is ideally adapted for large interiors, such as gymnasiums, armories, and auditoriums, where permanence of color and structure is of importance. It never deteriorates.

ALBANY AVENUE SCHOOL
FREEPORT, L. I.
F. P. Wiedersum, *Architect*
Bunce & Jorgensen, *Builders*

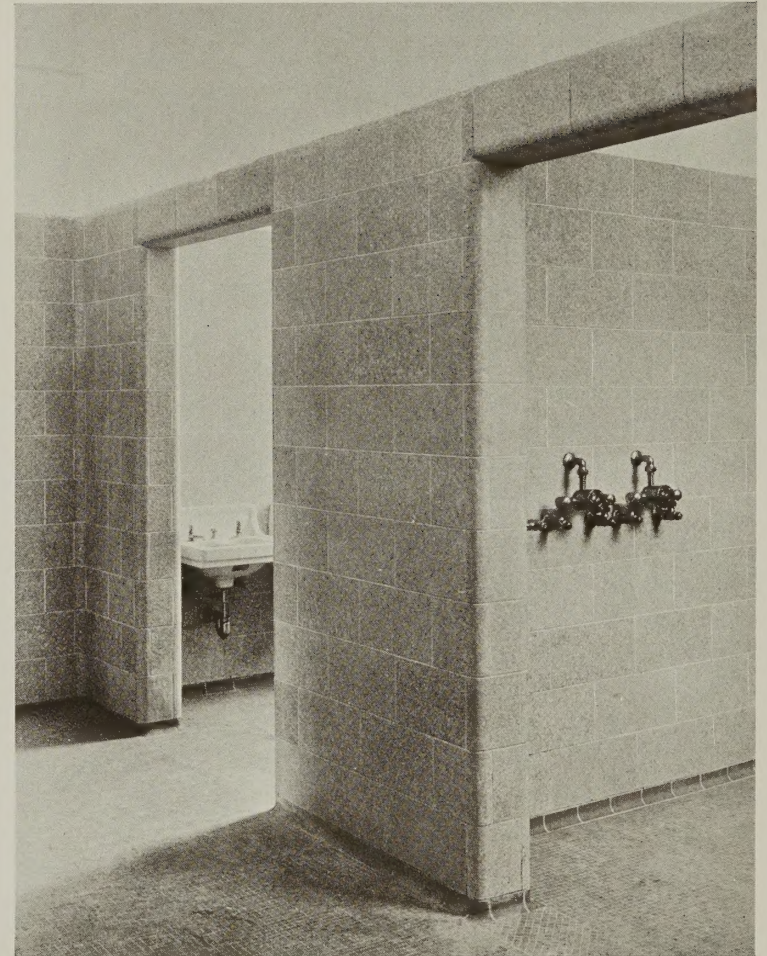
The entrance lobby wainscot is dark buff with a dark brown base. The auditorium and gymnasium wainscot, 12 feet high, is multi-chrome orange buff with a deep rose brown base.





PILGRIM STATE HOSPITAL, BRENTWOOD, L. I.

GENERAL hospital practice demands Wall Ashlar of more than ordinary wainscot height. In the New York State institutional installations the height is approximately 8'2" or eight courses. This height prevents soiling of the plaster wall. Federal Seaboard Wall Ashlar is sanitary, does not stain or absorb odors. The maintenance is reduced to an occasional washing with soap and water.



STATE HOSPITAL, KINGS PARK, L. I.



STATE HOSPITAL, CENTRAL ISLIP, L. I.

MODERN science recognizes the therapeutic value of color. Wall Ashlar may be obtained in a wide range of restful matt glazed colors. These glazed colors will not fade. The surface is light, cheerful and lasts indefinitely.

Other important installations for Department of Public Works, State of New York, Frederick Stuart Greene, Superintendent; Thomas F. Farrell, Chief Engineer; William E. Haugaard, Commissioner of Architecture—

Hospital and School, New York State Reformatory, Elmira, N. Y.

Wassaic State School, Wassaic, N. Y.

Hudson River State Hospital, Poughkeepsie, N. Y.

State Reformatory for Women, Bedford Hills, N. Y.

Harlem Valley State Hospital, Wingdale, N. Y.



TUBERCULOSIS PAVILION—ST. LAWRENCE STATE HOSPITAL,
MARCY, NEW YORK



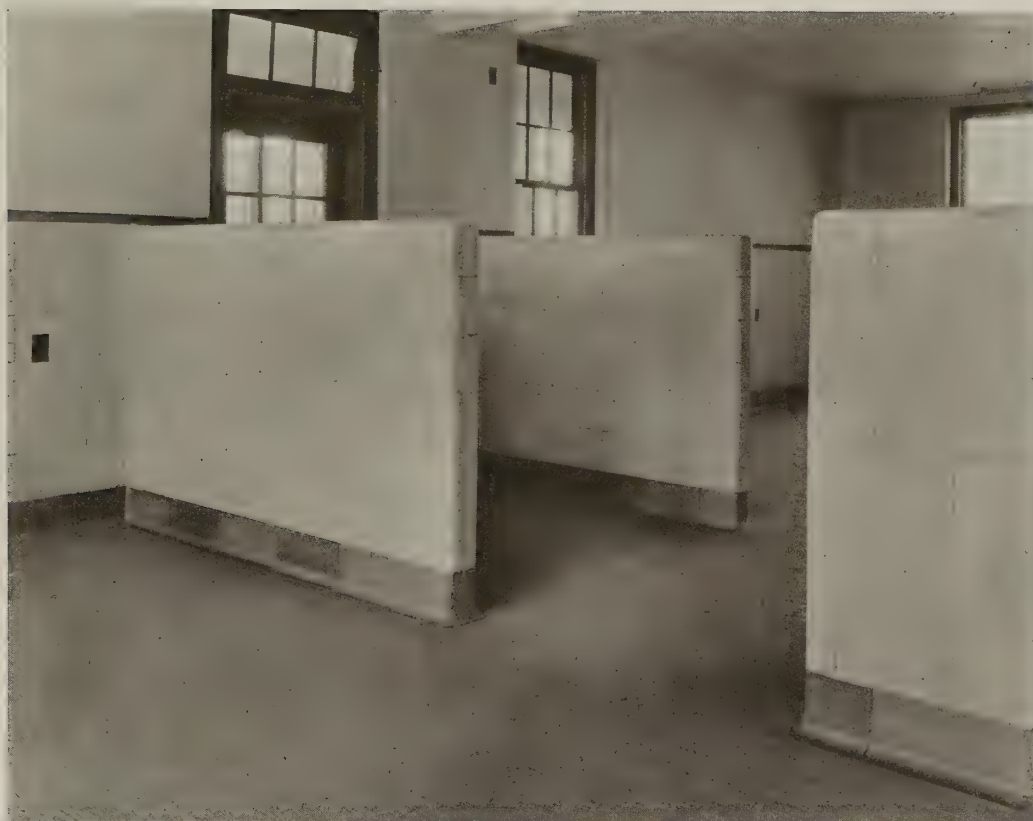
ALBANY AVENUE SCHOOL, FREEPORT, L. I.
F. P. Wiedersum, *Architect*
Bunce & Jorgensen, *Builders*

MULTICHROME Terra Cotta surfaces have been proven by tests conducted by the General Electric Laboratories to be one of the most satisfactory surfaces for reflecting diffused light. Modern science is in accord on the depressing effects of dark interiors. *The General Electric booklet on the reflection of light on Terra Cotta surfaces will be sent on your request.*



ST. ELIZABETH'S VETERAN HOSPITAL
WASHINGTON, D. C.
Construction Dept., U. S. Veterans Bureau, *Architects*
W. E. O'Neil Construction Co., *Builders*

The wainscot is a dark buff multichrome glaze and the upper portion is a lighter tone. The ornamental band course at the top is in brilliant polychrome colors.



NEW JERSEY STATE HOSPITAL, HILLSDALE, N. J.
 Dept. of Architecture, State of New Jersey, W. J. Ellis, *Commissioner*
 Charles N. Leathem, *Architect*
 George H. Evans, Inc., *Builders*

MATERIALS selected for institutions designed for the care of the mentally afflicted or incompetent require fire resistance to the highest degree — must be sanitary and easily maintained.

The curative value of color is well recognized. Federal Seaboard Wall Ashlar is produced in any desired glazed color either in a matt or lustrous finish.

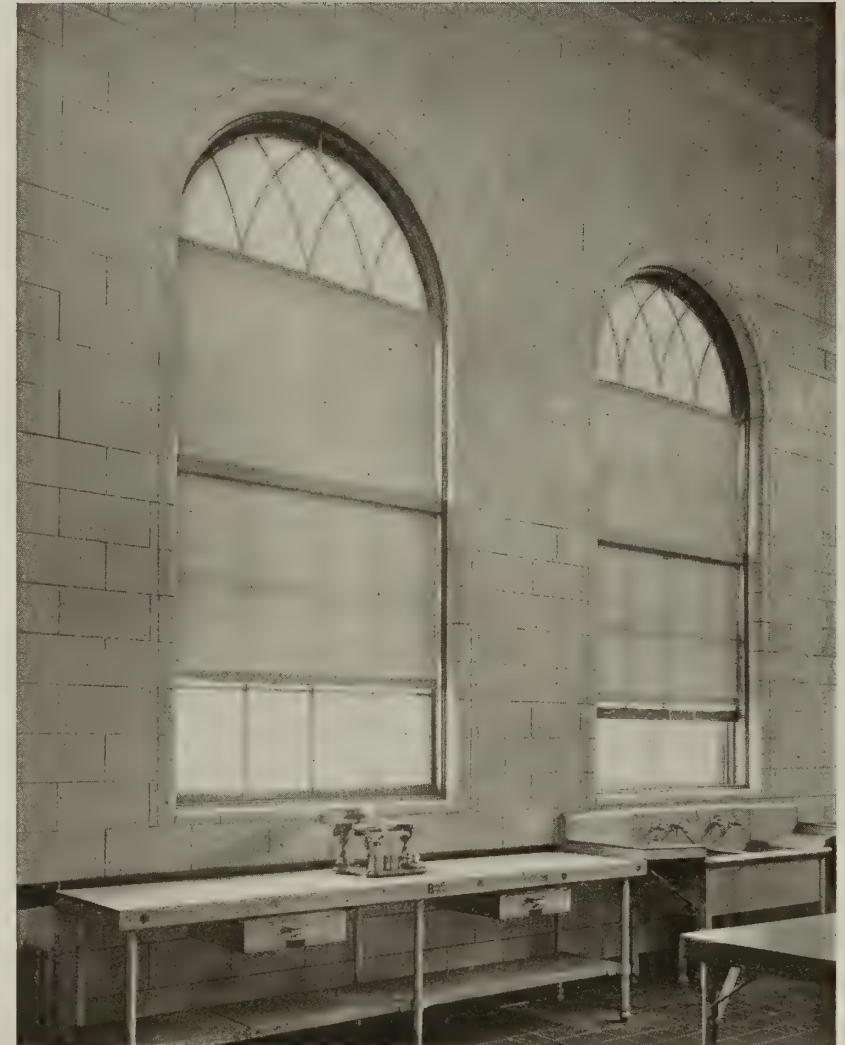




All walls of the cell and corridors are Federal Seaboard Wall Ashlar of a buff glaze multichrome color.

CRIMINAL INSANE BUILDING
TRENTON, N. J.
 Dept. of Architecture, State of New Jersey
 W. J. Ellis, *Commissioner*
 Charles N. Leathem, *Architect*

THE institution for which you are responsible may never be swept by a sheet of flame, but a fire clay product which will resist this terrific test is available to you. Federal Seaboard Wall Ashlar is produced at a temperature of more than 2250 degrees, fired with your choice of the finest ceramic glazes. *Send for specification data.*



NEW JERSEY STATE HOME FOR BOYS, JAMESBURG, N. J.
 Dept. of Architecture, State of New Jersey, W. J. Ellis, *Commissioner*
 Charles N. Leathem, *Architect*
 Perth Amboy Construction Co., *Builders*



*Construction detail
of a typical
cell block.*



**HOUSE OF DETENTION FOR WOMEN
NEW YORK CITY**

Richard C. Patterson, *Commissioner*

Sloan & Robertson, *Architects*

B. J. Levitan, *Associate Architect*

Psaty & Fuhrman, *Builders*

THIS model prison structure is 12 stories high—the entire interior, including 401 cells, of buff multichrome Federal Seaboard Terra Cotta Wall Ashlar—absolutely fire-proof, sanitary and of pleasing appearance.



NEW SHOREHAM HOTEL
WASHINGTON, D. C.
J. H. Abel, *Architect*



THE walls at the pool are Federal Seaboard matt glazed Wall Ashlar, laid random in three shades from light tan to brown. The grand staircase with the balustrade terminating in beautifully modeled dolphin newels — the brilliantly colored tile of the stairs — the balcony and window trim are of hand made Terra Cotta in gorgeous polychrome colors.



DISPOSAL PLANT, DEARBORN, MICHIGAN

Hubbel, Hartgering & Roth, *Architects*

J. Ivan Dise, *Associate Architect*

Upper walls of lobby a light buff and wainscot a green black multichrome glaze.



CASHMAN LAUNDRY, BRONX, N. Y.

W. G. & P. G. Cory, *Architects*

Lobby and stair hall in light blue random ashlar.

THE Mellon Institute of Industrial Research, Pittsburgh, Pa., after careful investigation, selected Federal Seaboard glazed Wall Ashlar for the halls, offices and laboratories, of their immense new building. From floor to ceiling all Wall Ashlar is 8" x 1'4 1/4" ground to accurate size, permitting perfect and tight joints. The finish is buff non-glare multichrome glaze reflecting the maximum of diffused light.



UNITED STATES POST OFFICE, PATERSON, NEW JERSEY
Office of Supervising Architect and
Wentworth and Vreeland, Architects
Wallace Construction Co., Builders

The wainscot is 5' 0" high, of Federal Seaboard Wall Ashlar (8" x 1' 4 1/4"). The finish is light orange buff multichrome glaze—with a polychrome cap. Permanent artistic decoration in beautiful glaze colors is obtainable at a very low cost.



A special type of Federal Seaboard Wall Ashlar has been adopted by the United States Post Office Department for the workrooms of Post Offices. Send for specification data.

Below is a list of Federal Structures in which Federal Seaboard Wall Ashlar has been used:

Post Office	Newark, N. J.
Post Office	Cleveland, Ohio
Post Office	Ponce, Puerto Rico
Custom House	Philadelphia, Pa.
Federal Building	Albany, N. Y.
Library of Congress	Washington, D. C.
Federal Penitentiary	Lewisburg, Pa.



HORN & HARDART RESTAURANT
Broadway and 41st Street, New York City

F. P. Platt & Bro., Architects
T. J. Murphy Co., Inc., Builders

The general color scheme is a non-glare multichrome buff cream glaze. The vertical members are slightly darker in tone and capped with dull fire gilt. Send for specification data.

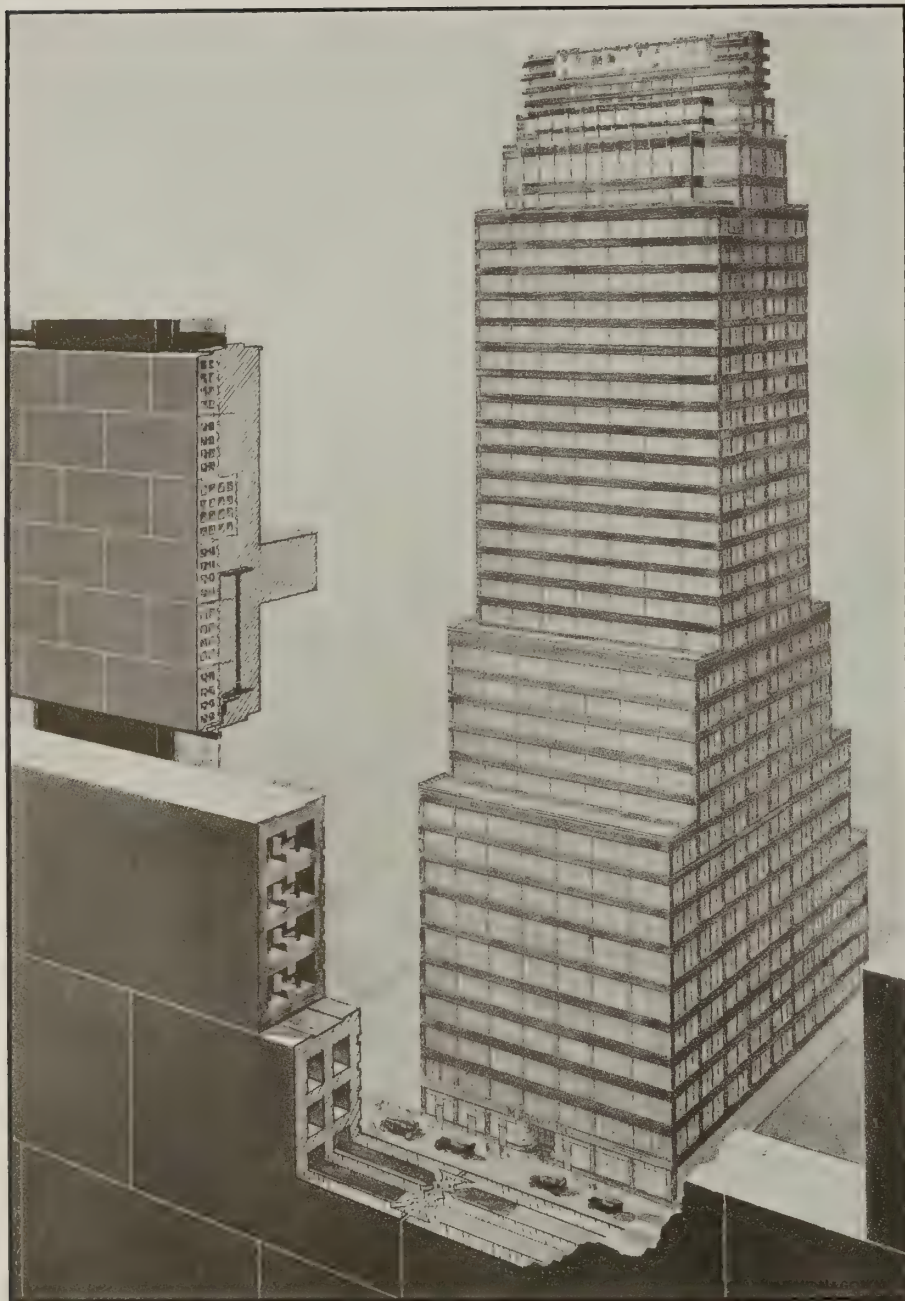
FOR the modern in fine restaurant interiors — TERRA COTTA.

**ST. FRANCIS XAVIER
COLLEGE CAFETERIA**
New York City

E. G. Perrot, Architect
O'Sullivan, Harney Co., Builders

The general color of the wainscot is a variegated leather brown non-glare multichrome glaze. The cap moulding is hand made Terra Cotta in bright polychrome colors.





McGRAW-HILL BUILDING

342 West 42nd Street, New York

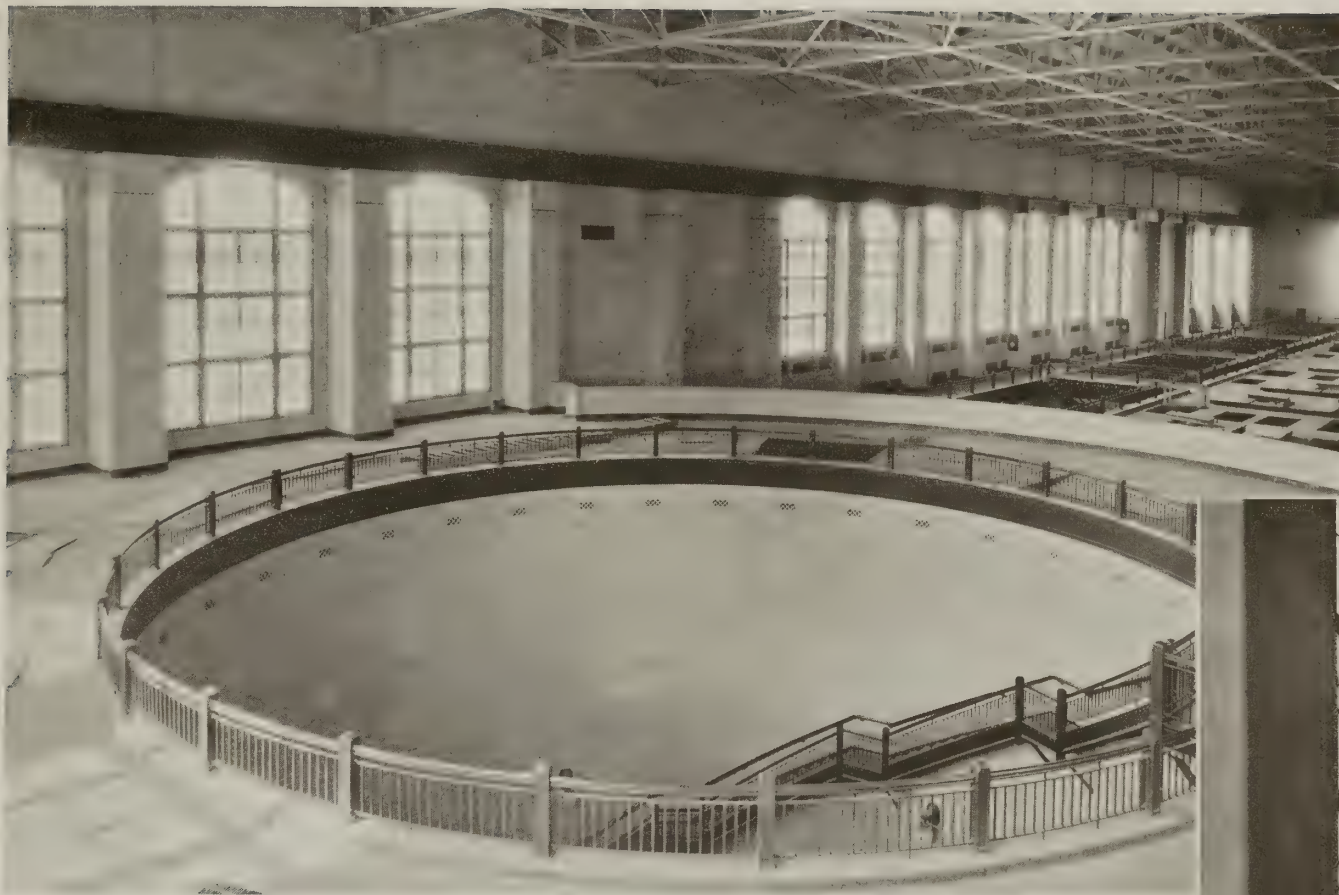
Raymond Hood, Godley & Fouilhoux, *Architects*

Starrett Bros. & Eken, *Builders*

FOR modern building construction — a machine-made terra cotta ashlar block — laid with the economy of brick. This drawing shows the *patented* interlocking mortar clinch end joints, providing a coarse grille surface on which an economical bed of mortar can be spread, forming a tight interlocking mortar joint. *Write for specification data.*

McGRAW-HILL BUILDING

The colored skyscraper is here. On the fringes of Times Square the steel framework of a large structure is rapidly being sheathed in color. Not content with the mere introduction of colored ornament, this building shows large surfaces of sea-blue green, the glaze of the terra cotta lending additional interest by giving the walls the appearance of shimmering satin. By its bold approach this new skyscraper constitutes an answer to the question of using color in exterior architecture.—*New York Herald Tribune.*



SPRINGWELLS PUMPING STATION
DETROIT, MICHIGAN
J. C. Thornton, *Architect*
Bryant & Detwiler, *Builders*

The interior walls of this huge structure, including the large well, are entirely of Federal Seaboard Wall Ashlar in a light buff multichrome glaze finish.

PERMANENCE—Time is the ultimate test of quality and worth. Federal Seaboard standard Wall Ashlar never deteriorates. The first cost is the last.





SOBOL BROS. SERVICE STATION
 Great Jones and Lafayette Streets, New York City
 Frank J. Schefcik, *Architect*
 Chas. M. Schultz, *Builder*



THE development of modern service stations is along attractive architectural lines. Federal Seaboard Wall Ashlar is not affected by oils or grease—is kept immaculately clean by an occasional washing.



SOBOL BROS. SERVICE STATION
 West and Canal Streets, New York City
 Sugarman & Berger, *Architects*
 Chas. M. Schultz, *Builder*

THESE colorful designs in the modern horizontal style are Federal Seaboard Terra Cotta Ashlar in standard 8" x 1'4¼" dimensions.

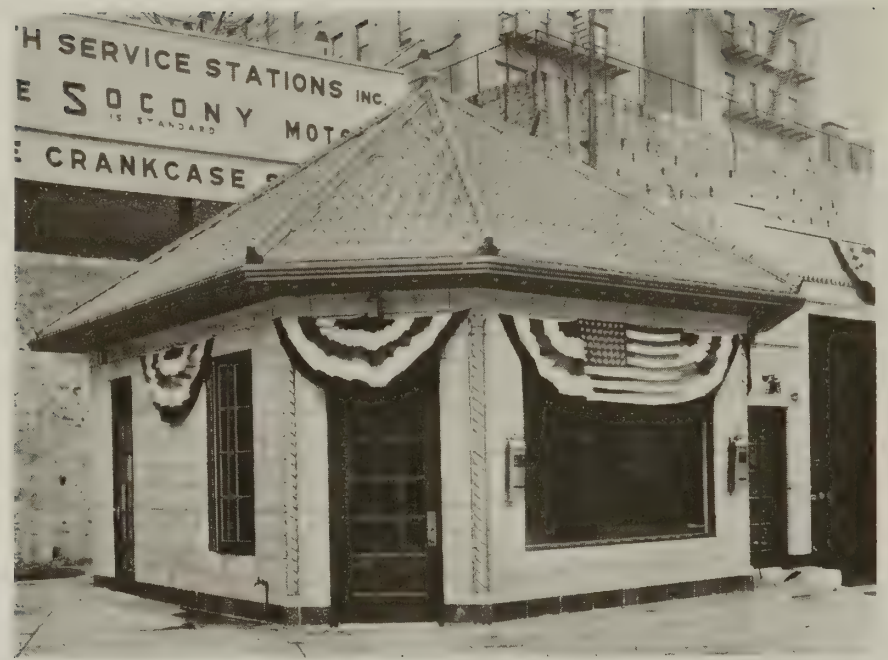


SERVICE STATION, EAST ORANGE

F. H. Koenigsberger, *Architect*



Detail side entrance

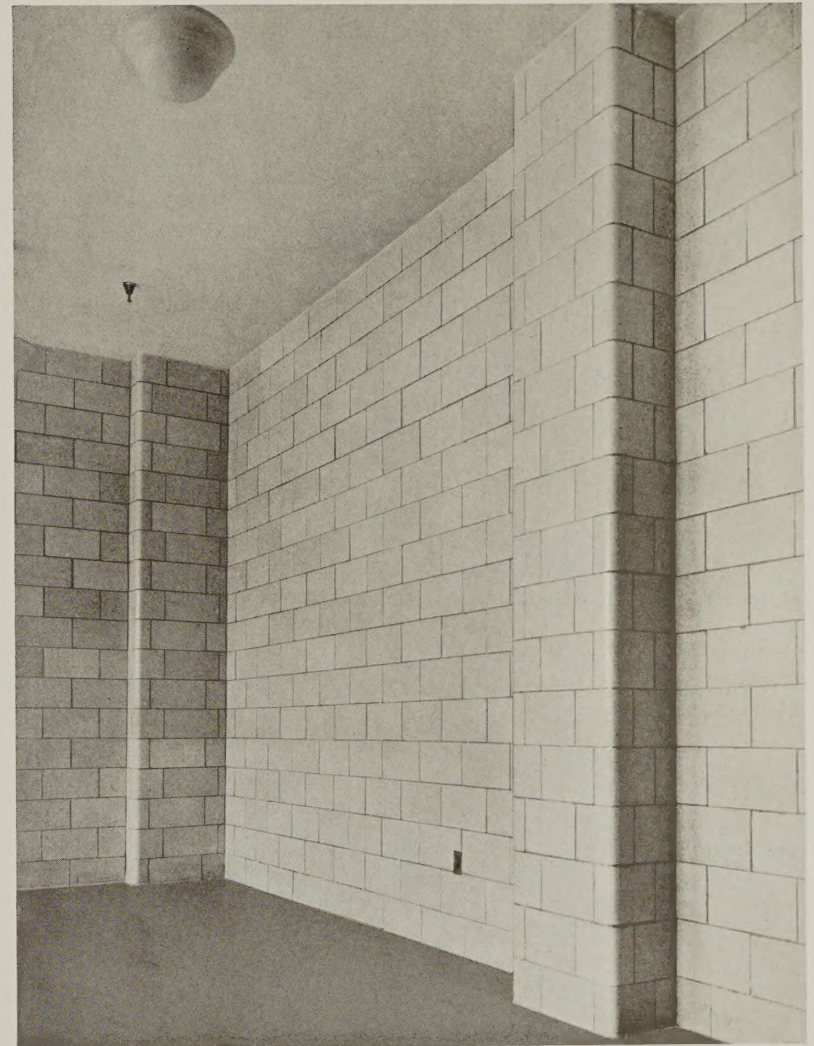


FEDERAL SEABOARD standard Wall Ashlar is produced in thicknesses from 2" to 8". In many instances this Terra Cotta Ashlar forms the entire wall thickness, glazed both on the exterior and the interior, fireproof, sanitary, and with the most unusual permanent color effects of dignified publicity value. *Write for further information.*



AMERICAN TOBACCO COMPANY, RICHMOND, VA.
J. E. Sirrine & Company, *Architects* Wise Granite & Construction Co., *Builders*

THE makers of LUCKY STRIKES advertise cleanliness and practice what they preach. The great cigarette manufacturing rooms, stairways, and cafeterias are all white glazed Federal Seaboard Terra Cotta Wall Ashlar, non-absorbent and spotlessly clean.



E. I. DUPONT DE NEMOURS & CO., PARLIN, N. J.
Wigton Abbott Corporation, *Architects and Builders*

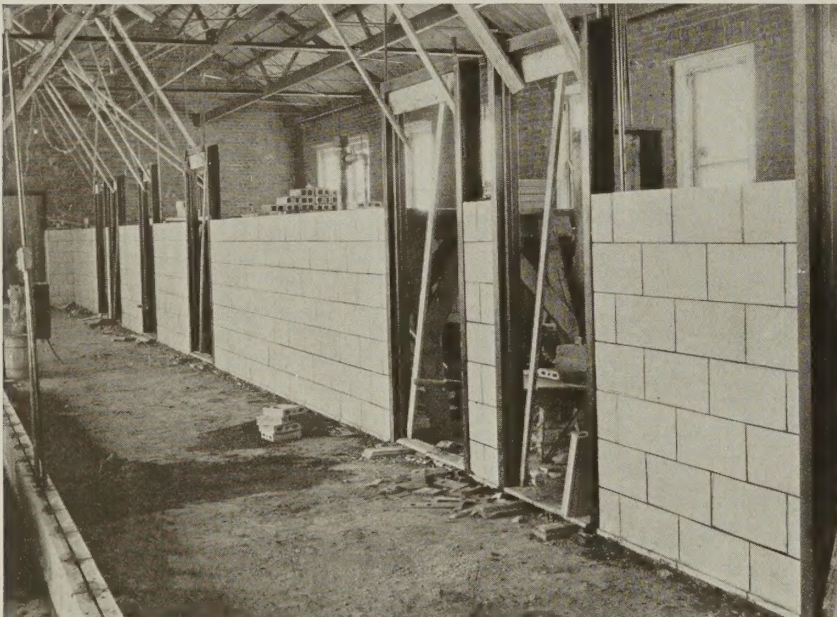
DUST-FREE and acid-resisting walls were required for the interior of the chemical processing rooms. Federal Seaboard Wall Ashlar 8" x 1'4 1/4" with a special lustrous glaze, accurately ground and erected with a very tight joint, solves the problem.



ALL Federal Seaboard Wall Ashlar is carefully packed in substantial corrugated containers, protecting both ends and sides against chipping in transit or at the building.



FEDERAL SEABOARD Wall Ashlar is carefully squared and ground on ends and sides to uniform dimensions, which makes for speed and unusual economy and accuracy in erection.



FEDERAL SEABOARD Wall Ashlar forming the complete wall is produced in 2", 3", 4", 5", 6" and 8" thickness. May be erected glazed on both the exterior and interior of wall or scored on the back to receive the usual plaster finish or may be used as a facing bonded with brick or hollow tile. Pipes, electric conduits and outlets are easily installed during erection. *Write for specification data.*

